

## AMENDMENTS TO THE CLAIMS

1 – 19 (canceled)

20 (currently amended): The A method of claim 19 for users to create and maintain a rich-media application on said host website via the Internet comprising:

creating a user account; accessing a user account; and viewing available options for creating rich-media applications,

wherein said accessing a user account comprises one or more of the following: accessing account information; creating a new rich-media application; modifying an existing rich-media application; and accessing statistics from an existing rich-media application;

wherein accessing a user account comprises modifying an existing rich-media application and wherein said modifying an existing rich-media application comprises one or more of the following: accessing account information; accessing rich-media application information; accessing rich-media application specification information; saving said rich-media application; closing said rich-media application; deleting said rich-media application; publishing said rich-media application; previewing said rich-media application; accessing components used in the construction of said rich-media application; accessing component-editing graphical user interfaces; and accessing a scene of said rich-media application; and

wherein said modifying an existing rich-media application comprises publishing said rich-media application and wherein said publishing said rich-media application comprises: downloading said rich-media application from said host computer to the user's remote computer system.

21 (currently amended): The A method of claim 19, for users to create and maintain a rich-media application on said host website via the Internet comprising:

creating a user account; accessing a user account; and viewing available options for creating rich-media applications,

wherein said accessing a user account comprises one or more of the following: accessing account information; creating a new rich-media application; modifying an existing rich-media application; and accessing statistics from an existing rich-media application;

wherein accessing a user account comprises modifying an existing rich-media application and wherein said modifying an existing rich-media application comprises one or more of the following: accessing account information; accessing rich-media application information; accessing rich-media application specification information; saving said rich-

media application; closing said rich-media application; deleting said rich-media application; publishing said rich-media application; previewing said rich-media application; accessing components used in the construction of said rich-media application; accessing component-editing graphical user interfaces; and accessing a scene of said rich-media application; and

wherein said modifying an existing rich-media application comprises accessing said scene of said rich-media application and wherein said accessing said scene of said rich-media application comprises one or more of ~~the following~~: modifying said scene of said rich-media application; inserting a new scene into said rich-media application; editing scene information for said scene of said rich-media application; deleting said scene from said rich-media application; reordering said scene in said rich-media application; and selecting said scene from said rich-media application.

22 (previously amended): The method of claim 21, wherein said accessing said scene of said rich-media application comprises modifying said scene of said rich-media application and wherein said modifying said scene of said rich-media application comprises one or more of the following: editing a selected rich-media component; deleting a selected rich-media component; undoing the previous modification to a selected rich-media component; and saving said scene of said rich-media application.

23 (previously amended): The computer process of claim 22, wherein said modifying said scene of said rich-media application comprises editing a selected rich-media component and wherein said editing a selected rich-media component comprises: selecting said selected rich-media component from a hierarchical list of folders and rich-media components; closing graphical user interfaces used to edit non-selected rich-media components; opening a graphical user interface used to edit said selected rich-media component; and editing said selected rich-media component by means of said graphical user interface.

24 (previously amended): The method of claim 22, wherein said modifying said scene of said rich-media application comprises editing a selected rich-media component and wherein said editing a selected rich-media component comprises editing one or more of the following: the display of said rich-media component; the volume of said selected rich-media component; the link between said selected rich-media component and an associated menu entry; the text field of said selected rich-media component; the layout of said selected rich-media component; the size of said selected rich-media component; the transparency of said selected rich-media

component; the timing of said selected rich-media component; the rotation of said selected rich-media component; the color of said selected rich-media component; the level of said selected rich-media component; and the position of said selected rich-media component.

25 (previously amended): The method of claim 24, wherein said editing a selected rich-media component comprises editing said display of said selected rich-media component and wherein said editing said display of said selected rich-media component comprises one or more of the following: selecting an introduction animation; selecting a loop animation; and selecting an exit animation.

26 (previously amended): The method of claim 25, wherein said editing said display of said selected rich-media component comprises selecting a loop animation and wherein said selecting a loop animation comprises one or more of the following: playing said loop animation a selected number of times; playing said loop animation no times; and playing said loop animation continuously.

27 (previously amended): The method of claim 24, wherein said editing a selected rich-media component comprises editing said volume of said selected rich-media component and wherein said editing said volume of said selected rich-media component comprises modifying the volume of said selected rich-media component by means of one or more of the group consisting of: a slider bar; a textual input field; an up-volume button; and a down-volume button.

28 (previously amended): The method of claim 24, wherein said editing a selected rich-media component comprises editing said link between said selected rich-media component and said associated menu entry and wherein said editing said link between said selected rich-media component and said associated menu entry comprises one or more of the following: selecting the style of said associated menu entry; creating said link between said selected rich-media component and said associated menu entry; and selecting the uniform resource locator of said associated menu entry.

29 (previously amended): The method of claim 24, wherein said editing a selected rich-media component comprises editing said layout of said selected rich-media component and wherein said editing said layout of said selected rich-media component comprises: selecting a

component type; and selecting from all preset and uploaded components matching said selected rich-media component's component type.

30 (previously amended): The method of claim 24, wherein said editing a selected rich-media component comprises editing said text field of said selected rich-media component and wherein said editing said text field of said selected rich-media component comprises one or more from the group consisting of: selecting a layout for said text field; selecting a font for the selected text; selecting a font size for the selected text; selecting a font color for the selected text; and selecting an alignment for said text field.

31 (previously amended): The method of claim 24, wherein said editing a selected rich-media component comprises editing said size of said selected rich-media component and wherein said editing said size of said selected rich-media component comprises: modifying the size of said selected rich-media component by means of a slider bar; modifying the size of said selected rich-media component by means of a textual input field; modifying the size of said selected rich-media component by means of corner handles; modifying the size of said selected rich-media component by means of side handles; and viewing a display of the current size of said selected rich-media component.

32 (previously amended): The method of claim 24, wherein said editing a selected rich-media component comprises editing said transparency of said selected rich-media component and wherein said editing said transparency of said selected rich-media component comprises: modifying the transparency of said selected rich-media component by means of a slider bar; modifying the transparency of said selected rich-media component by means of a textual input field; and viewing a display of the current transparency of said selected rich-media component.

33 (previously amended): The method of claim 24, wherein said editing a selected rich-media component comprises editing said timing of said selected rich-media component and wherein said editing said timing of said selected rich-media component comprises: modifying the timing of said selected rich-media component by means of a textual input field; modifying the timing of said selected rich-media component by means of a component start marker; modifying the timing of said selected rich-media component by means of a component end

marker; modifying the timing of said selected rich-media component by means of a life bar; and viewing a display of the current duration of said selected rich-media component.

34 (previously amended): The method of claim 24, wherein said editing a selected rich-media component comprises editing said rotation of said selected rich-media component and wherein said editing said rotation of said selected rich-media component comprises: modifying the rotation of said selected rich-media component by means of a slider bar; modifying the rotation of said selected rich-media component by means of a textual input field; and viewing a display of the current rotation of said selected rich-media component.

35 (previously amended): The method of claim 24, wherein said editing a selected rich-media component comprises editing said color of said selected rich-media component and wherein said editing said color of said selected rich-media component comprises: modifying the color of said selected rich-media component by means of a slider bar; modifying the color of said selected rich-media component by means of a textual input field; and viewing a display of the current color of said selected rich-media component.

36 (previously amended): The method of claim 24, wherein said editing a selected rich-media component comprises editing said level of said selected rich-media component and wherein said editing said level of said selected rich-media component comprises: modifying the level of said selected rich-media component by means of a slider bar; modifying the level of said selected rich-media component by means of an ordered list representing the relative level of all components in the current scene; modifying the level of said selected rich-media component by means of a textual input field; and viewing a display of the current level of said selected rich-media component.

37 (previously amended): The method of claim 26, wherein said editing said level of said selected rich-media component comprises modifying the level of said selected rich-media component by means of an ordered list representing the relative level of all components in the current scene and wherein said ordered list representing the relative level of all components in the current scene comprises one or more of the following: a list of all components in said current scene ordered by the depth of the components; a means of toggling the visibility of each component; and a means of toggling the ability to modify the depth of each component.

38 (previously amended): The method of claim 24, wherein said editing a selected rich-media component comprises editing said position of said selected rich-media component and wherein said editing said position of said selected rich-media component comprises: modifying the vertical position of said selected rich-media component by means of a textual input field; modifying the horizontal position of said selected rich-media component by means of a textual input field; modifying the position of said selected rich-media component by means of a hit area associated with said selected rich-media component; and modifying the position of said selected rich-media component by means of a graphical input field.

39 (previously amended): The method of claim 38, wherein said editing said position of said selected rich-media component comprises modifying the position of said selected rich-media component by means of a hit area associated with said selected rich-media component and wherein said modifying the position of said selected rich-media component by means of a hit area associated with said selected rich-media component comprises: moving said selected rich-media component by means of said hit area associated with said selected rich-media component; placing said selected rich-media component by releasing said hit area associated with said selected rich-media component; and centering said selected rich-media component on the nearest grid point.

40 (previously amended): The method of claim 38, wherein said editing said position of said selected rich-media component comprises modifying the position of said selected rich-media component by means of a hit area associated with said selected rich-media component and wherein said modifying the position of said selected rich-media component by means of a hit area associated with said selected rich-media component comprises: moving said selected rich-media component by means of said hit area associated with said selected rich-media component; placing said selected rich-media component by releasing said hit area associated with said selected rich-media component; and aligning said selected rich-media component to the nearest guide line.

41 (canceled)

42 (currently amended): The A method of claim 41, for users to create and maintain a rich-media application on said host website via the Internet comprising:

creating a user account; accessing a user account; and viewing available options for creating rich-media applications;

wherein said accessing a user account comprises one or more of the following: accessing account information; creating a new rich-media application; modifying an existing rich-media application; and accessing statistics from an existing rich-media application;

wherein said creating a new rich-media application comprises one or more of the following: accessing account information; accessing rich-media application information; accessing rich-media application specification information; saving said rich-media application; closing said rich-media application; deleting said rich-media application; publishing said rich-media application; previewing said rich-media application; accessing components used in the construction of said rich-media application; accessing component-editing graphical user interfaces; and accessing a scene of said rich-media application; and

wherein said creating a new rich-media application comprises publishing said rich-media application and wherein said publishing said rich-media application comprises: downloading said rich-media application to the user's remote computer system from said host computer.

43 (currently amended): ~~The A~~ method of claim 41, for users to create and maintain a rich-media application on said host website via the Internet comprising:

creating a user account; accessing a user account; and viewing available options for creating rich-media applications;

wherein said accessing a user account comprises one or more of the following: accessing account information; creating a new rich-media application; modifying an existing rich-media application; and accessing statistics from an existing rich-media application;

wherein said creating a new rich-media application comprises one or more of the following: accessing account information; accessing rich-media application information; accessing rich-media application specification information; saving said rich-media application; closing said rich-media application; deleting said rich-media application; publishing said rich-media application; previewing said rich-media application; accessing components used in the construction of said rich-media application; accessing component-editing graphical user interfaces; and accessing a scene of said rich-media application; and

wherein said creating a new rich-media application comprises accessing said scene of a rich-media application and wherein said accessing said scene of a rich-media application comprises one or more of ~~the following~~: modifying said scene of said rich-media application;

inserting a new scene into said rich-media application; editing scene information for said scene of said rich-media application; deleting said scene from said rich-media application; reordering said scene in said rich-media application; and selecting said scene from said rich-media application.

44 (previously amended): The method of claim 43, wherein said accessing said scene of a rich-media application comprises modifying said scene of said rich-media application and wherein said modifying said scene of said rich-media application comprises one or more of the following: editing a selected rich-media component; deleting a selected rich-media component; undoing the previous modification to a selected rich-media component; and saving said rich-media application scene.

45 (previously amended): The method of claim 44, wherein said modifying said scene of said rich-media application comprises editing a selected rich-media component and wherein said editing a selected rich-media component comprises: selecting said selected rich-media component from a hierarchical list of folders and rich-media components; closing graphical user interfaces used to edit non-selected rich-media components; opening a graphical user interface used to edit said selected rich-media component; and editing said selected rich-media component by means of said graphical user interface.

46 (previously amended): The method of claim 44, wherein said modifying said scene of said rich-media application comprises editing a selected rich-media component and wherein said editing a selected rich-media component comprises editing one or more of the following: the display of said selected rich-media component; the volume of said selected rich-media component; the link between said selected rich-media component and said associated menu entry; the text field of said selected rich-media component; the layout of said selected rich-media component; the size of said selected rich-media component; the transparency of said selected rich-media component; the timing of said selected rich-media component; the rotation of said selected rich-media component; the color of said selected rich-media component; the level of said selected rich-media component; and the position of said selected rich-media component.

47 (previously amended): The method of claim 46, wherein said editing a selected rich-media component comprises editing said display of said selected rich-media component and



wherein said editing said display of said selected rich-media component comprises one or more of the following: selecting an introduction animation; selecting a loop animation; and selecting an exit animation.

48 (previously amended): The method of claim 47, wherein said editing said display of said selected rich-media component comprises selecting a loop animation and wherein said selecting a loop animation comprises one or more of the following: playing said loop animation a selected number of times; playing said loop animation no times; and playing said loop animation continuously.

49 (previously amended): The method of claim 46, wherein said editing a selected rich-media component comprises editing said volume of said selected rich-media component and wherein said editing said volume of said selected rich-media component comprises modifying the volume of said selected rich-media component by means of one or more of the group consisting of: a slider bar; a textual input field; an up-volume button; and a down-volume button.

50 (previously amended): The method of claim 46, wherein said editing a selected rich-media component comprises editing said link between said selected rich-media component and said associated menu entry and wherein said editing said link between said selected rich-media component and said associated menu entry comprises one or more of the following: selecting the style of said associated menu entry; creating said link between said rich-media component and said associated menu entry; and selecting the uniform resource locator of said associated menu entry.

51 (previously amended): The method of claim 46, wherein said editing a selected rich-media component comprises editing said text field of said selected rich-media component and wherein said editing said text field of said selected rich-media component comprises one or more from the group consisting of: selecting a layout for said text field; selecting a font for the selected text; selecting a font size for the selected text; selecting a font color for the selected text; and selecting an alignment for said text field.

52 (previously amended): The method of claim 46, wherein said editing a selected rich-media component comprises editing said layout of said selected rich-media component and wherein

said editing said layout of said selected rich-media component comprises: selecting a component type; and selecting from all preset and uploaded components matching said selected rich-media component's component type.

53 (previously amended): The method of claim 46, wherein said editing a selected rich-media component comprises editing said size of said selected rich-media component and wherein said editing said size of said selected rich-media component comprises: modifying the size of said selected rich-media component by means of a slider bar; modifying the size of said selected rich-media component by means of a textual input field; modifying the size of said selected rich-media component by means of corner handles; modifying the size of said selected rich-media component by means of side handles; and viewing a display of the current size of said selected rich-media component.

54 (previously amended): The method of claim 46, wherein said editing a selected rich-media component comprises editing said transparency of said selected rich-media component and wherein said editing said transparency of said selected rich-media component comprises: modifying the transparency of said selected rich-media component by means of a slider bar; modifying the transparency of said selected rich-media component by means of a textual input field; and viewing a display of the current transparency of said selected rich-media component.

55 (previously amended): The method of claim 46, wherein said editing a selected rich-media component comprises editing said timing of said selected rich-media component and wherein said editing said timing of said selected rich-media component comprises: modifying the timing of said selected rich-media component by means of one or more textual input fields; modifying the timing of said selected rich-media component by means of a component start marker; modifying the timing of said selected rich-media component by means of a component end marker; modifying the timing of said selected rich-media component by means of a life bar; and viewing a display of the current timing of said selected rich-media component.

56 (previously amended): The method of claim 46, wherein said editing a selected rich-media component comprises editing said rotation of said selected rich-media component and wherein said editing said rotation of said selected rich-media component comprises:

modifying the rotation of said selected rich-media component by means of a slider bar; modifying the rotation of said selected rich-media component by means of a textual input field; and viewing a display of the current rotation of said selected rich-media component.

57 (previously amended): The method of claim 46, wherein said editing a selected rich-media component comprises editing said color of said selected rich-media component and wherein said editing said color of said selected rich-media component comprises: modifying the color of said selected rich-media component by means of a slider bar; modifying the color of said selected rich-media component by means of a textual input field; and viewing a display of the current color of said selected rich-media component.

58 (previously amended): The method of claim 46, wherein said editing a selected rich-media component comprises editing said level of said selected rich-media component and wherein said editing said level of said selected rich-media component comprises: modifying the level of said selected rich-media component by means of a slider bar; modifying the level of said selected rich-media component by means of an ordered list representing the relative level of all components in the current scene; modifying the level of said selected rich-media component by means of a textual input field; and viewing a display of the current level of said selected rich-media component.

59 (previously amended): The method of claim 58, wherein said editing said level of said selected rich-media component comprises modifying the level of said selected rich-media component by means of an ordered list representing the relative level of all components in the current scene and wherein said ordered list representing the relative level of all components in the current scene comprises one or more of the following: a list of all components in said current scene ordered by the depth of the components; a means of toggling the visibility of each component; and a means of toggling the ability to modify the depth of each component.

60 (previously amended): The method of claim 46, wherein said editing a selected rich-media component comprises editing said position of said selected rich-media component and wherein said editing said position of said selected rich-media component comprises: modifying the vertical position of said selected rich-media component by means of a textual input field; modifying the horizontal position of said selected rich-media component by means of a textual input field; modifying the position of said selected rich-media component

by means of a hit area associated with said selected rich-media component; and modifying the position of said selected rich-media component by means of a graphical input field.

61 (previously amended): The method of claim 60, wherein said editing said position of said selected rich-media component comprises modifying the position of said selected rich-media component by means of a hit area associated with said selected rich-media component and wherein said modifying the position of said selected rich-media component by means of a hit area associated with said selected rich-media component comprises: moving said selected rich-media component by means of said hit area associated with said selected rich-media component; placing said selected rich-media component by releasing said hit area associated with said selected rich-media component; and centering said selected rich-media component on the nearest grid point.

62 (previously amended): The method of claim 60, wherein said editing said position of said selected rich-media component comprises modifying the position of said selected rich-media component by means of a hit area associated with said selected rich-media component and wherein said modifying the position of said selected rich-media component by means of a hit area associated with said selected rich-media component comprises: moving said selected rich-media component by means of said hit area associated with said selected rich-media component; placing said selected rich-media component by releasing said hit area associated with said selected rich-media component; and aligning said selected rich-media component to the nearest guide line.

63 - 81 (canceled)

82 (currently amended): ~~The A computer process of claim 81~~ allowing a user to interactively create and maintain a rich-media application on a host website via the Internet comprising:

allowing the creation of a user account; allowing access to a user account; and displaying available options for creating rich-media applications;

wherein said allowing access to a user account comprises one or more of displaying user account information; allowing said user to create a new rich-media application; allowing said user to modify an existing rich-media application; and displaying statistics from an existing rich-media application;

wherein said allowing access to a user account comprises displaying statistics from an existing rich-media application and

wherein said displaying statistics from an existing rich-media application comprises one or more of the following: displaying a weekly session log, displaying a server activity log; displaying a record of user accesses for a published rich-media application; analyzing said weekly session log; analyzing said server activity log; and analyzing said record of user accesses for said published rich-media application.

83 (currently amended): ~~The~~ A computer process of claim 81, allowing a user to interactively create and maintain a rich-media application on a host website via the Internet comprising:

allowing the creation of a user account; allowing access to a user account; and displaying available options for creating rich-media applications,

wherein said allowing access to a user account comprises one or more of displaying user account information; allowing said user to create a new rich-media application; allowing said user to modify an existing rich-media application; and displaying statistics from an existing rich-media application; and

wherein said allowing access to a user account comprises allowing said user to modify an existing rich-media application and wherein said allowing said user to modify an existing rich-media application comprises one or more of the following: providing account information; providing rich-media application information; providing rich-media application specification information; allowing said user to save said rich-media application; allowing said user to close said rich-media application; allowing said user to delete said rich-media application; allowing said user to publish said rich-media application; allowing said user to preview said rich-media application; providing access to components used in the construction of said rich-media application; providing component-editing graphical user interfaces; and allowing said user to access a scene of said rich-media application.

84 (previously amended): The computer process of claim 83, wherein said allowing said user to modify an existing rich-media application comprises allowing said user to publish said rich-media application and wherein said allowing said user to publish said rich-media application comprises: downloading said rich-media application from said host computer to said user's remote computer system.

85 (previously amended): The computer process of claim 83, wherein said allowing said user to modify an existing rich-media application comprises allowing said user to access a scene of said rich-media application and wherein said allowing said user to access a scene of said rich-media application comprises one or more of the following: modifying said scene of said rich-media application; inserting a new scene of said rich-media application; editing scene information of said rich-media application; deleting said scene of said rich-media application; reordering said scene in said rich-media application; and selecting said scene of said rich-media application.

86 (previously amended): The computer process of claim 85, wherein said allowing said user to access a scene of said rich-media application comprises modifying said scene of said rich-media application and wherein said modifying said scene of said rich-media application comprises one or more of the following: editing a selected rich-media component; deleting a selected rich-media component; undoing the previous modification to a selected rich-media component; and saving said scene of said rich-media application.

87 (previously amended): The computer process of claim 86, wherein said modifying said scene of said rich-media application comprises editing a selected rich-media component and wherein said editing a selected rich-media component comprises: selecting said selected rich-media component from a hierarchical list of folders and rich-media components; closing graphical user interfaces used to edit non-selected rich-media components; opening a graphical user interface used to edit said selected rich-media component; and editing said selected rich-media component by means of said graphical user interface.

88 (previously amended): The computer process of claim 86, wherein said modifying said scene of said rich-media application comprises editing a selected rich-media component and wherein said editing a selected rich-media component comprises one or more of the group consisting of: an editor configured to edit the display of said selected rich-media component; an editor configured to edit the volume of said selected rich-media component; an editor configured to edit the link between said selected rich-media component and an associated menu entry; an editor configured to edit the text field of said selected rich-media component; an editor configured to edit the layout of said selected rich-media component; an editor configured to edit the size of said selected rich-media component; an editor configured to edit the transparency of said selected rich-media component; an editor configured to edit the

timing of said selected rich-media component; an editor configured to edit the rotation of said selected rich-media component; an editor configured to edit the color of said selected rich-media component; an editor configured to edit the level of said selected rich-media component; and an editor configured to edit the position of said selected rich-media component.

89 (previously amended): The computer process of claim 88, wherein said editing a selected rich-media component comprises an editor configured to edit the display of said selected rich-media component and wherein said editor configured to edit said display of said selected rich-media component comprises one or more of the following: a displayer configured to display an introduction animation; a displayer configured to display a loop animation; and a displayer configured to display an exit animation.

90 (previously amended): The computer process of claim 89, wherein said editor configured to edit said display of said selected rich-media component comprises a displayer configured to display a loop animation and wherein said displayer configured to display a loop animation comprising one or more of the following: a player configured to play said loop animation a selected number of times; a player configured to play said loop animation no times; and a player configured to play said loop animation continuously.

91 (previously amended): The computer process of claim 88, wherein said editing a selected rich-media component comprises an editor configured to edit the volume of said selected rich-media component and wherein said editor configured to edit the volume of said selected rich-media component comprises the group consisting of one or more of the following methods for modifying the volume: a slider bar; a textual input field; an up-volume button; and a down-volume button.

92 (previously amended): The computer process of claim 88, wherein said editing a selected rich-media component comprises an editor configured to edit the link between said rich-media component and an associated menu entry and wherein said editor configured to edit the link between said rich-media component and said associated menu entry comprises one or more of the group consisting of: an obtainer that obtains the style of said associated menu entry; a developer that develops said link between said rich-media component and said

associated menu entry; and an obtainer that obtains the uniform resource locator of said associated menu entry.

93 (previously amended): The computer process of claim 88, wherein said editing a selected rich-media component comprises an editor configured to edit the text field of said selected rich-media component and wherein said editor configured to edit the text field of said selected rich-media component comprises one or more of the group consisting of: a menu for selecting a layout for said text field; a menu for selecting a font for the selected text; a menu for selecting a font size for the selected text; a menu for selecting a font color for the selected text; and a menu for selecting an alignment for said text field.

94 (previously amended): The computer process of claim 88, wherein said editing a selected rich-media component comprises an editor configured to edit the layout of said selected rich-media component and wherein said editor configured to edit the layout of said selected rich-media component comprises: a menu for selecting a component type; and a graphical display of all preset and uploaded components matching said selected rich-media component's component type.

95 (previously amended): The computer process of claim 88, wherein said editing a selected rich-media component comprises an editor configured to edit the size of said selected rich-media component and wherein said editor configured to edit the size of said selected rich-media component comprises one or more of the group consisting of: a slider bar for modifying said size of said selected rich-media component; a textual input field for modifying said size of said selected rich-media component; corner handles for modifying the size of said selected rich-media component; side handles for modifying the size of said selected rich-media component; and a display of the current size of said selected rich-media component.

96 (previously amended): The computer process of claim 88, wherein said editing a selected rich-media component comprises an editor configured to edit the transparency of said selected rich-media component and wherein said editor configured to edit the transparency of said selected rich-media component comprises one or more of the group consisting of: a slider bar for modifying said transparency of said selected rich-media component; a textual



input field for modifying said transparency of said selected rich-media component; and a display of the current transparency of said selected rich-media component.

97 (previously amended): The computer process of claim 88, wherein said editing a selected rich-media component comprises an editor configured to edit the timing of said selected rich-media component and wherein said editing said timing of said selected rich-media component comprises: one or more textual input fields for modifying said timing of said selected rich-media component; a component start marker for modifying the timing of said selected rich-media component; a component end marker for modifying the timing of said selected rich-media component; a life bar for modifying the timing of said selected rich-media component by means of; and a display of the current duration of said selected rich-media component.

98 (previously amended): The computer process of claim 88, wherein said editing a selected rich-media component comprises an editor configured to edit the rotation of said selected rich-media component and wherein said editor configured to edit the rotation of said selected rich-media component comprises one or more of the group consisting of: a slider bar for modifying said rotation of said selected rich-media component; a textual input field for modifying said rotation of said selected rich-media component; and a display of the current rotation of said selected rich-media component.

99 (previously amended): The computer process of claim 88, wherein said editing a selected rich-media component comprises an editor configured to edit the color of said selected rich-media component and wherein said editor configured to edit the color of said selected rich-media component comprises one or more of the group consisting of: a slider bar for modifying said color of said selected rich-media component; a textual input field for modifying said color of said selected rich-media component; and a display of the current color of said selected rich-media component.

100 (previously amended): The computer process of claim 88, wherein said editing a selected rich-media component comprises an editor configured to edit the level of said selected rich-media component and wherein said editor configured to edit the level of said selected rich-media component comprises one or more of the group consisting of: a slider bar for modifying said level of said selected rich-media component; an ordered list representing the relative level of all components in the current scene for modifying said level of said selected

rich-media component; a textual input field for modifying said level of said selected rich-media component; and a display of the current level of said selected rich-media component.

101 (previously amended): The computer process of claim 100, wherein said editor configured to edit the level of said selected rich-media component comprises an ordered list representing the relative level of all components in the current scene for modifying said level of said selected rich-media component and wherein said ordered list representing the relative level of all components in the current scene comprises one or more of the following: a list of all components in said current scene ordered by the depth of the components; a means of toggling the visibility of each component; and a means of toggling the ability to modify the depth of each component.

102 (previously amended): The computer process of claim 88, wherein said editing a selected rich-media component comprises an editor configured to edit the position of said selected rich-media component and wherein said editor configured to edit the position of said selected rich-media component comprises one or more of the group consisting of: a textual input field for modifying the vertical position of said selected rich-media component; a textual input field for modifying the horizontal position of said selected rich-media component; a hit area for modifying the position of said selected rich-media component; and a graphical input field for modifying said position of said selected rich-media component.

103 (currently amended): ~~The~~ A computer process of claim 81, allowing a user to interactively create and maintain a rich-media application on a host website via the Internet comprising:

allowing the creation of a user account; allowing access to a user account; and displaying available options for creating rich-media applications,

wherein said allowing access to a user account comprises one or more of displaying user account information; allowing said user to create a new rich-media application; allowing said user to modify an existing rich-media application; and displaying statistics from an existing rich-media application; and

wherein said allowing access to a user account comprises allowing said user to create a new rich-media application and wherein said allowing said user to create a new rich-media application comprises one or more of the following: providing account information; providing rich-media application information; providing rich-media application specification

information; allowing said user to save said rich-media application; allowing said user to close said rich-media application; allowing said user to delete said rich-media application; allowing said user to publish said rich-media application; allowing said user to preview said rich-media application; providing access to components used in the construction of said rich-media application; providing component-editing graphical user interfaces; and allowing said user to access a scene of said rich-media application.

104 (previously amended): The computer process of claim 103, wherein said allowing said user to create a new rich-media application comprises allowing said user to publish said rich-media application and wherein said allowing said user to publish said rich-media application comprises: downloading said rich-media application to said user's remote computer system from said host computer.

105 (previously amended): The computer process of claim 103, wherein said allowing said user to create a new rich-media application comprises allowing said user to access a scene of said rich-media application and wherein said allowing said user to access a scene of said rich-media application comprises one or more of the following: modifying said scene of said rich-media application; inserting a new scene of said rich-media application; editing scene information of said rich-media application; deleting said scene of said rich-media application; reordering said scene in said rich-media application; and selecting said scene of said rich-media application.

106 (previously amended): The computer process of claim 105, wherein said allowing said user to access a scene of said rich-media application comprises modifying said scene of said rich-media application and wherein said modifying said scene of said rich-media application comprises one or more of the following: editing a selected rich-media component; deleting a selected rich-media component; undoing the previous modification to a selected rich-media component; and saving said scene of said rich-media application.

107 (previously amended): The computer process of claim 106, wherein said modifying said scene of said rich-media application comprises editing a selected rich-media component and wherein said editing a selected rich-media component comprises: selecting said selected rich-media component from a hierarchical list of folders and rich-media components; closing graphical user interfaces used to edit non-selected rich-media components; opening a

graphical user interface used to edit said selected rich-media component; and editing said selected rich-media component by means of said graphical user interface.

108 (previously amended): The computer process of claim 106, wherein said modifying said scene of said rich-media application comprises editing a selected rich-media component and wherein said editing a selected rich-media component comprises one or more of the group consisting of: an editor configured to edit the display of said selected rich-media component; an editor configured to edit the volume of said selected rich-media component; an editor configured to edit the link between said selected rich-media component and an associated menu entry; an editor configured to edit the text field of said selected rich-media component; an editor configured to edit the layout of said selected rich-media component; an editor configured to edit the size of said selected rich-media component; an editor configured to edit the transparency of said selected rich-media component; an editor configured to edit the timing of said selected rich-media component; an editor configured to edit the rotation of said selected rich-media component; an editor configured to edit the color of said selected rich-media component; an editor configured to edit the level of said selected rich-media component; and an editor configured to edit the position of said selected rich-media component.

109 (previously amended): The computer process of claim 108, wherein said editing a selected rich-media component comprises an editor configured to edit the display of said selected rich-media component and wherein said editor configured to edit said display of said selected rich-media component comprises one or more of the following: a displayer configured to display an introduction animation; a displayer configured to display a loop animation; and a displayer configured to display an exit animation.

110 (previously amended): The computer process of claim 109, wherein said editor configured to edit said display of said selected rich-media component comprises a displayer configured to display a loop animation and wherein said displayer configured to display a loop animation comprising one or more of the following: a player configured to play said loop animation a selected number of times; a player configured to play said loop animation no times; and a player configured to play said loop animation continuously.

111 (previously amended): The computer process of claim 108, wherein said editing a selected rich-media component comprises an editor configured to edit the volume of said selected rich-media component and wherein said editor configured to edit the volume of said selected rich-media component comprises the group consisting of one or more of the following methods for modifying the volume: a slider bar; a textual input field; an up-volume button; and a down-volume button.

112 (previously amended): The computer process of claim 108, wherein said editing a selected rich-media component comprises an editor configured to edit the link of said selected rich-media component and wherein said editor configured to edit the link between said rich-media component and said associated menu entry comprises one or more of the group consisting of: an obtainer that obtains the style of said associated menu entry; a developer that develops said link between said rich-media component and said associated menu entry; and an obtainer that obtains the uniform resource locator of said associated menu entry.

113 (previously amended): The computer process of claim 108, wherein said editing a selected rich-media component comprises an editor configured to edit the text field of said selected rich-media component and wherein said editor configured to edit the text field of said selected rich-media component comprises one or more of the group consisting of: a menu for selecting a layout for said text field; a menu for selecting a font for the selected text; a menu for selecting a font size for the selected text; a menu for selecting a font color for the selected text; and a menu for selecting an alignment for said text field.

114 (previously amended): The computer process of claim 108, wherein said editing a selected rich-media component comprises an editor configured to edit the layout of said selected rich-media component and wherein said editor configured to edit the layout of said selected rich-media component comprises: a menu for selecting a component type; and a graphical display of all preset and uploaded components matching said selected rich-media component's component type.

115 (previously amended): The computer process of claim 108, wherein said editing a selected rich-media component comprises an editor configured to edit the size of said selected rich-media component and wherein said editor configured to edit the size of said

selected rich-media component comprises one or more of the group consisting of: a slider bar for modifying said size of said selected rich-media component; a textual input field for modifying said size of said selected rich-media component; corner handles for modifying the size of said selected rich-media component; side handles for modifying the size of said selected rich-media component; and a display of the current size of said selected rich-media component.

116 (previously amended): The computer process of claim 108, wherein said editing a selected rich-media component comprises an editor configured to edit the transparency of said selected rich-media component and wherein said editor configured to edit the transparency of said selected rich-media component comprises one or more of the group consisting of: a slider bar for modifying said transparency of said selected rich-media component; a textual input field for modifying said transparency of said selected rich-media component; and a display of the current transparency of said selected rich-media component.

117 (previously amended): The computer process of claim 108, wherein said editing a selected rich-media component comprises an editor configured to edit the timing of said selected rich-media component and wherein said editing said timing of said selected rich-media component comprises: one or more textual input fields for modifying said timing of said selected rich-media component; a component start marker for modifying the timing of said selected rich-media component; a component end marker for modifying the timing of said selected rich-media component; a life bar for modifying the timing of said selected rich-media component by means of; and a display of the current duration of said selected rich-media component.

118 (previously amended): The computer process of claim 108, wherein said editing a selected rich-media component comprises an editor configured to edit the rotation of said selected rich-media component and wherein said editor configured to edit the rotation of said selected rich-media component comprises one or more of the group consisting of: a slider bar for modifying said rotation of said selected rich-media component; a textual input field for modifying said rotation of said selected rich-media component; and a display of the current rotation of said selected rich-media component.

119 (previously amended): The computer process of claim 108, wherein said editing a selected rich-media component comprises an editor configured to edit the color of said selected rich-media component and wherein said editor configured to edit the color of said selected rich-media component comprises one or more of the group consisting of: a slider bar for modifying said color of said selected rich-media component; a textual input field for modifying said color of said selected rich-media component; and a display of the current color of said selected rich-media component.

120 (previously amended): The computer process of claim 108, wherein said editing a selected rich-media component comprises an editor configured to edit the level of said selected rich-media component and wherein said editor configured to edit the level of said selected rich-media component comprises one or more of the group consisting of: a slider bar for modifying said level of said selected rich-media component; an ordered list representing the relative level of all components in the current scene for modifying said level of said selected rich-media component; a textual input field for modifying said level of said selected rich-media component; and a display of the current level of said selected rich-media component.

121 (previously amended): The computer process of claim 120, wherein said editor configured to edit the level of said selected rich-media component comprises an ordered list representing the relative level of all components in the current scene for modifying said level of said selected rich-media component and wherein said ordered list representing the relative level of all components in the current scene comprises one or more of the following: a list of all components in said current scene ordered by the depth of the components; a means of toggling the visibility of each component; and a means of toggling the ability to modify the depth of each component.

122 (previously amended): The computer process of claim 108, wherein said editing a selected rich-media component comprises an editor configured to edit the position of said selected rich-media component and wherein said editor configured to edit the position of said selected rich-media component comprises one or more of the group consisting of: a textual input field for modifying the vertical position of said selected rich-media component; a textual input field for modifying the horizontal position of said selected rich-media

component; a hit area for modifying the position of said selected rich-media component; and a graphical input field for modifying said position of said selected rich-media component.

123 (original): A method of accessing rich-media component information from a database comprising: storing said rich-media component information in said database; retrieving said rich-media component information from said database; and denoting said rich-media component information by a unique identifier mapped to said component.

124 (original): The method of claim 123, wherein said retrieving said rich-media component information from said database comprises: a sorter that sorts components stored in said database into lists sorted by component type; and a displayer that displays said lists sorted by component type.

125 (original): The method of claim 123, wherein said unique identifier mapped to said component comprises 18 digits.

126 – 166 (canceled)